

ENID CROES- MARUGG OUR GOAL IS TO BETTER THE WORLD

"You don't make footprints in the sand by sitting on the beach" is one of Enid Croes-Marugg's favorite expressions, and she certainly has not been sitting still on a global scale. She served five years on the Quota International Board of Directors and just handed over the baton of President of Quota International, Inc. after a successful year 2006 - 2007. By becoming International President, Enid put Aruba on the international map. This achievement has opened the eyes of many; things that seemed impossible to many are now suddenly seen as within reach.



"It was difficult maybe but not impossible" Enid says with a smile. She speaks of the path she undertook to become President of Quota International, Inc. an organization with over 300 chapters in 14 countries. She pronounces to be very grateful for the life she leads, she has been blessed with much, but nothing has come easy. As president of the international organization, she had to put in long hours and had to make sacrifices to make it work.

To understand how she became such an example for many, we go back to her roots. Her father, a life-long dedicated member of the Lions Club, gave her the service-bug. Her mother set the example by being always ready to help the less fortunate. A family centered upbringing gave Enid the strength of character to be who she is today. Mrs. Croes-Marugg just celebrated her fortieth wedding anniversary with Robert (Chobby) Croes. She is a mother of two and a grandmother of three, on the board of the family business and as busy as ever. **"You are part of your community and you have to share in that, with your**

contribution, capacity, talent, financially or in whatever way you can. That is what Quota means, giving your 'quota', your share back to your community". Indeed the Aruba chapter just celebrated their 20 years of professional women serving their community. As Quota's International President her slogan was "Share our Sunshine", this refers to sharing with others the positive things, which we have in life. Of course, Enid Croes-Marugg was first, president of Quota's local chapter, before she even could consider running for any international position. **"First you have to feel that you have the support of your base and then you can think of assuming bigger responsibilities."** Enid was elected Governor of her district, then South Area Director, International Treasurer, International President Elect and finally International President, demonstrating that her leadership qualities could be put to very good use on an international level. **You get to be very good at priority management; you learn to be effective, efficient, always with positive energy.** It has been years of dedication and perseverance; Enid has been on Quota's international Board for

the last 5 years in different positions.

To get to Enid's toolbox of leadership skills we insisted to know on what leadership or management skills she used to achieve her aims. **"Well I believe in and used the 'Seven Habits of highly effective people' (Florin: book by author Steven Covey), be proactive, begin with the end in mind, put first things first, think in win-win, seek first to understand then to be understood, synergize and balanced self-renewal. I could speak for days on how I put those principles to use. Also I always make great use of a 'SWOT' analysis to really get to know myself; you have to know your 'Strengths and Weaknesses', then you look at what 'Opportunities' there are and what 'Threats' you will have to deal with on a personal level, or on an organizational level, it always helps."** She finds that it takes a lot more to be a female leader, compared to a male leader. A man can wear just any suit, as a woman she has to be dressed her best everyday, she needs matching shoes and purse, she has to wear fitting jewelry, her hair and make-up have to be done, so as a

woman, she feels you have to get up earlier and do more to make the most efficient use of your time.

In Aruba the reaction was very positive when Enid was elected International President. She is still stopped on the street by strangers who just want to congratulate her. She gave the island a sense of national pride. Fellow Quotarians also gave her the national support she needed and couldn't be more proud of her accomplishments opening the international gates. **"Internationally I did encounter some challenging attitudes, however I always stay positive, look at the issues, apply the rules or look for a democratic decision."** Enid does keep her focus on the positive in every aspect of her life. She uses a newspaper article as an example. **"If they report that there was a traffic accident, that won't help anyone in the community, unless you come with a positive suggestion on how to avoid such type of accidents to reoccur; this may stimulate a positive change and future accidents are avoided so we can learn something from the incident. Do we need an awareness campaign? Were the lights in that street adequate? Is that street corner always a hazard? How can we make it better? We need to pay attention on the things that we can change as individual and as a group, for ourselves as well as for our community."**

Mrs. Croes-Marugg attended the United Nations (UN) conference representing Quota International with other Non Governmental Organizations (NGOs) to focus on the Millennium Development Goals. With goals as: eradicating poverty and hunger, achieving universal primary education, promote gender equality, empowering women, ensure environmental sustainability and a few more, the objective is to apply these goals in your field, your area, to achieve betterment. **"NGOs locally are seen as pressure groups and it is very clear internationally that, that is not how they are perceived. They are the ones in the field. They are there to help the community with their specialized knowledge of their respective areas. Governments need to work very closely with NGOs. That is why NGOs are so highly regarded at the UN."**

Enid sees that more and more indi-

viduals and companies realize that they should have an active role in the community. They have to give back, so that you are not only a good citizen, but that you can also be called a good corporate citizen or corporate volunteer. **"What we saw at the UN is that the work of service organizations is not only appreciated, but urgently necessary. Everyone can give in some capacity to their community. It can be something as simple as getting kids involved in sports or start a chess club in your area or neighborhood."** The subject quickly goes back to gender equality and women's rights. She has taken a look at our local political organizations, the percentage of women on the different political parties is low, and a mere 13% on average and she wants it to be at least 30%. Enid is still concerned by the poor she saw in other countries. **"I am grateful that we don't have that level of poverty, I think we are blessed. Nevertheless it has made me even more conscious about the plight of others. When I visited foreign countries, I saw children running great distances down hills, just to get fruit juice and candies as a treat on the occasion of my visit to service projects. It reminded me why the fight against poverty is number one on the list of priorities at the United Nations. I think the solution for any country is that it has to provide opportunities for its citizens."**

Twenty-five years ago, she joined her husband in co-managing the family businesses. She put her master's degree in Human Resource Management to work. At one point, they had a workforce of about 160. The business remains an essential part of her. This year her son, Robert Croes Jr, took over the management side. She feels the secret to happy workers is motivation. **"Everyone can be motivated; you do have to feel the need or desire to cause you to act better. Those that really know themselves are the happiest. So it is important to know what you want to do in life. We invest in our people."** The thing to do, according to Enid, is to continually educate yourself, understand yourself, and determine your interests. You must be able to deal with adjustment and change. She adds that at any company you can learn a lot, if you use your talents

and possibilities. Everybody wants to own their own business nowadays. She wants everyone to know, that in the beginning it takes a lot of work to make a little bit of money. It would be better if there was a network of support for women. **"Once you decide to go for it and start climbing the ladder, have confidence in yourself. Visualize your dreams and go for it."**

She does remind us that together we can achieve more, as Quota has shown. Now as a PIP, Past International President, of Quota International, she still has a voting right, and is in demand as a guest speaker at conferences. Once again she has more time for her local chapter and a lot more experience to contribute. She will continue her duties on the board of directors of the family owned business, the Antraco Aruba Group. As a true Quotarian she sums it up: **Our goal is to better the world.** It is clear she still has 'share our sunshine' in mind. The difference in women according to Enid is that they not only do good work with passion, but also with compassion. ■

